



**UNSW**  
SYDNEY

Australia's  
Global  
University



## ARTS2213

Asian Popular Culture

Term Three // 2019

## Course Overview

### Staff Contact Details

#### Convenors

Name	Email	Availability	Location	Phone
Ayxem Eli	<a href="mailto:a.eli@unsw.edu.au">a.eli@unsw.edu.au</a>	12:00 - 2:00 Friday	MB242	9385 9059

#### Lecturers

Name	Email	Availability	Location	Phone
Ayxem Eli	<a href="mailto:a.eli@unsw.edu.au">a.eli@unsw.edu.au</a>	12:00 - 2:00 Friday	MB242	9385 9059

#### Tutors

Name	Email	Availability	Location	Phone
Ayxem Eli	<a href="mailto:a.eli@unsw.edu.au">a.eli@unsw.edu.au</a>	12:00 - 2:00 Friday	MB242	9385 9059

### School Contact Information

School of Humanities and Languages

Location: School Office, Morven Brown Building, Level 2, 258

Opening Hours: Monday - Friday, 9am - 5pm

Phone: +61 2 9385 1681

Fax: +61 2 9385 8705

Email: [hal@unsw.edu.au](mailto:hal@unsw.edu.au)

## Course Details

### Credit Points 6

### Summary of the Course

Subject Area: *Asian Studies*

This course can also be studied in the following specialisations: *Chinese Studies*

Asia's rapidly changing social and political context is contributing to the dynamic development of popular culture. This course will explore Asian popular culture in a global and cross-cultural context, especially its role in the production of meaning and construction of various forms of identity. You will examine music, fashion, Bollywood, manga, K-Pop, food, sports, and the arts in specific ethnographic settings in relation to 'dominant ideology', gender, sexuality, race, and social hierarchy. You will focus on the intricate interrelation of power and politics, and the ways in which popular cultures are produced, circulated, marketed, transformed and consumed by different audiences. This course will offer a critical understanding of culture and soft power in Asian context from cultural studies, sociological, anthropological and historical perspectives.

### Course Learning Outcomes

1. Analyse and evaluate relevant scholarly literature in the studies of popular culture
2. Evaluate scholarly approaches to the study of an Asian country or region
3. Demonstrate prepared participation in small group work
4. Reflect critically on own knowledge of Asian Studies
5. Make scholarly arguments using independently located and credible evidence

### Teaching Strategies

This course is taught with a combination of interactive lectures, tutorials and group-based activities. The lectures provide background information and introduce theoretical and analytical perspectives and debates that are explored in or exemplified by the specialised weekly readings. You will be encouraged not only to critically engage with the lectures and provided readings, but also to reflect on your own lived experiences as a consumer of popular culture. The weekly tutorial presentation is a platform for you to contribute to the discussions on readings, combined with the theoretical and methodological approaches introduced in the lectures. Engagement with the course content is assessed by an end-of-term test. Essay abstract and annotated bibliography are important process to help you work toward your research essay on a specific topic.

# Assessment

## Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Group presentation	25%	Not Applicable	1,2,3,5
Essay abstract and annotated bibliography	25%	18/10/2019 08:00 PM	1,2,5
Research essay	50%	29/11/2019 08:00 PM	1,2,4,5

## Assessment Details

### Assessment 1: Group presentation

**Start date:** Not Applicable

**Length:** 20 - 25 minutes

**Details:** Students present on readings on their assigned week to discuss the core arguments of the readings, and engage with the class to generate lively discussions (approx. 20 - 25 minutes). Feedback via comments and rubric.

#### Additional details:

Week 4 - Week 10

### Assessment 2: Essay abstract and annotated bibliography

**Start date:** Not Applicable

**Length:** 1000 words

**Details:** Students identify a research topic and write an abstract outlining their intended arguments. Students identify two scholarly sources in relation to their research topic and assess these sources in an annotated bibliography (1000 words). Feedback via comments and rubric.

**Turnitin setting:** This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

### Assessment 3: Research essay

**Start date:** Not Applicable

**Length:** 3000 words

**Details:** Students write a research essay based on independent research (3000 words). Feedback via comments and rubric.

## Attendance Requirements

Attendance of Tutorials is mandatory in this course. Unexcused absence from more than 20% of Tutorials will result in the award a fail grade.

In Tutorials you will actively engage with core course content, enabling you to attain CLO 1, 3 and 4.

## Course Schedule

[View class timetable](#)

### Timetable

Date	Type	Content
Week 1: 16 September - 20 September	Lecture	1) What is 'pop culture'; 2) Why 'Asian pop culture'; 3) Approaches to (Asian) Popular Culture: theories and methods.
	Tutorial	1) Consolidate understanding of theoretical and methodological approaches 2) Divide class into study/presentation groups 3) Assessment tasks
Week 2: 23 September - 27 September	Lecture	Politics of Dress in Asia - Japan, China, Bali and the Philippines
	Tutorial	Meanings and interpretations of dress in history, politics and boundary making
Week 3: 30 September - 4 October	Lecture	Sex, Gender and Youth Culture
	Tutorial	Masculinity in Asian pop culture
Week 4: 7 October - 11 October	Lecture	Sport, Nationalism and Identity in Asia
	Tutorial	1) Group Presentation 2) Discussion: Sport as institution and commodity; Sport mega-events and geopolitics in Asia; Media sports and politics. Regional focus: North Korea, Japan, China, India and Pakistan
Week 5: 14 October - 18 October	Lecture	Contemporary Art in Asia
	Tutorial	1) Group Presentation 2) Discussion: Why do people do art; What is 'pop art'; Art and politics and identity in Asia
Week 6: 21 October - 25 October	Reading	This is a 'Reading week' hence no lectures or tutorials scheduled
Week 7: 28 October - 1 November	Lecture	1) Group presentation 2) Lecture: Ethnic Minorities and Pop Culture

		1) Group Presentation 2) Representation and 'consumption' of Ethnic Minorities in popular Culture (India and China)
Week 8: 4 November - 8 November	Lecture	Islamic Pop Culture
	Tutorial	1) Group Presentation 2) Islamic Pop Culture in Indonesia and Malaysia
Week 9: 11 November - 15 November	Lecture	Music in Asia: Hallyu and Popular Media in Southeast Asia
	Tutorial	1) Group Presentation 2) Discussions <ul style="list-style-type: none"> <li>• The export and import of Korean culture in Asian regions and beyond</li> <li>• Cosmopolitanism in Popular Media in Southeast Asia</li> </ul>
Week 10: 18 November - 22 November	Lecture	Asian popular culture in Australia—a reflection
	Tutorial	1) Group Presentation 2) Discussion: Pop culture and national identity; The acceptance and rejection of Asian pop culture in Australia

## **Resources**

### **Prescribed Resources**

Course readings are available on Moodle

### **Recommended Resources**

Recommended resources and other relevant materials are available on Moodle

### **Course Evaluation and Development**

This course is formally evaluated through MyExperience

## **Submission of Assessment Tasks**

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### **Turnitin Submission**

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on [externalteltsupport@unsw.edu.au](mailto:externalteltsupport@unsw.edu.au) . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>



## Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

**Copying:** using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

**Inappropriate paraphrasing:** Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

**Collusion:** working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

**Inappropriate citation:** Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

**Duplication ("self-plagiarism"):** submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

<http://subjectguides.library.unsw.edu.au/elise/aboutelise>

## Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

## Image Credit

Young Miao women greeting tourists at the gate of *the Ethnic Theme Park*, Kunming, Yunnan, China.  
Photo by Ayxem Eli

## CRICOS

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